

Sindy!

1987

- 
- STUNNING NEW LOOKS
 - SUBSTANTIAL ADVERTISING CAMPAIGN
 - SENSATIONAL PR AND PROMOTIONAL SUPPORT

INTRODUCTION

Sindy, the fashion doll all girls have traditionally adored, has stepped into a new life with Hasbro.

At times, modern, colourful and vivacious – at others gentle and romantic, Sindy fires the imagination!

The 1987 Sindy line is ALL NEW.

An enchanting new face; fashionable new clothes and stylish accessories – all powered by a sensational new TV advertising campaign.

Starting at Easter and running through to December, the TV campaign features 4 dolls and 1 major playset.



	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Dance Stars Sindy									
New Look City Girl Sindy									
Match 'n' Set City Girl Sindy									
Romance 'n' Roses Sindy									
Fashion Boutique									

The launch will also be supported by great promotions, in store activity and PR to make New Sindy, the doll every girl will want to own.

CONTENTS

New Look City Girl Sindy	4-5
Match 'n' Set City Girl Sindy	6-7
City Girl - Fashion Mixers 1,2,3	8-9
City Girl - Toppin' Up,	10
City Girl - Steppin' Out	11
Fashion Boutique	12-13
Paul	14
Paul Fashions	15
Romance 'n' Roses Sindy	16
White Wedding Sindy	17
Lingerie	18
Evening Fashions	19
Dance Stars Sindy	20-21
Sportstar Fashions	22
Double Fun Sindy	23
My First Sindy	24-25
My First Sindy Fashions	24-25
Star Home	26-27
Dining Room	28
Lounge	29
Bedroom	30
Bathroom	31
Kitchen	32-33
Outdoors	34-35



New Look



NEW LOOK CITY GIRL SINDY

Sindy is one step ahead in her New Look fashions. 3 brilliant colourways - Jade, Citron Yellow and Coral Pink with contrasting trims.

New Look! Wow!
She's looking Great!

Zippy new bomber jacket reveals stylish vest-top.



Trousers

Shoes and socks make a great combination.

City Girl

Sensational New Look Cindy with wonderful long silky hair.



The Look is Now.



New Look Cindy.

so crisp and fresh in white.

City Girl Cindy.

Style No 8120
W/B (340 x 110 x 50mm)
M/C Qty 12

Match n' Set

MATCH 'N' SET CITY GIRL

Sindy is streets ahead!

So get smart!

Choose from 2 distinctive sets of versatile fashion separates to mix and match.

Each doll comes with

3 added pieces of clothing for great fashion play.

Choose any combination to create The Look. Styles to mix. Match. Add to.

Everything goes!

What a



In The



Sensational new Sindy with wonderful long silky hair.

Super poseable to look just right.

Style No 8150
W/B (340 x 200 x 58mm)
M/C Qty 6

Address: _____
Telephone: _____

City Girl

Peach!

Delicious peach tones with sunny yellow. Contains hat, jacket, polo neck, pleated skirt, belt, leggings, socks and shoes.



Pink!

Bright coral contrasts with stunning lilac. Contains hat, jacket, polo neck, full circular skirt, belt, tights, trousers and shoes.



Fashion Mixers

Polo Neck Jumper



Pencil Skirt



Ro Ra Skirt



Leggings



Big Shirt



FASHION MIXERS 1

Style No 8540
B/C (190 x 160mm)
M/C Qty 36

CITY GIRL FASHION

MIXERS Three different assortments of Fashion Mixers. A range of versatile fashion separates to mix and match. Great new styles. Brilliant colours. Choose any combination to create The Look. Styles to mix, match, add to. Everything goes!

Bomber Jacket



Circular Skirt



City Girl

2

Casual Jacket



Boggy Jumper



Trousers



Frilly Blouse



Pleated Skirt



FASHION MIXERS 2

Style No 8570
B/C (235 x 160mm)
M/C Qty 36

Dungarees



Smart Jacket



Hooded Coat

FASHION MIXERS 3

Style No 8600
B/C (285 x 160mm)
M/C Qty 36



A C C E S S O R I E S

CITY GIRL TOPPIN' UP

Sindy will look terrific when these finishing touches are added to her outfits.

Style No 8480 B/C (190 x 125mm)
M/C Qty 36



Sightseeing



Evening Out



French Look



Holiday Gear



Ascot Day



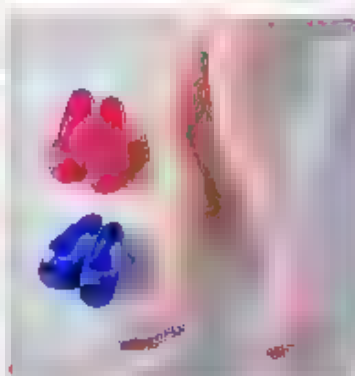
Up Town



Toppin' Up



City Girl



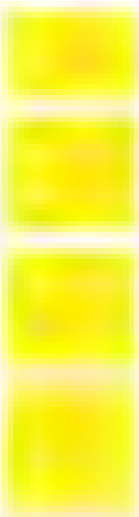
CITY GIRL STEPPIN' OUT
Sindy will really step out in style with this range of accessory packs offering a wide choice of footwear.

Style No 8450 B/C (190 x 125mm,
M/C Qty 36

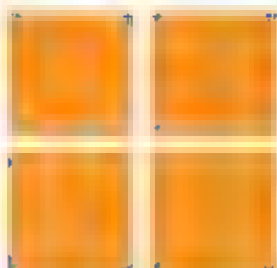
100% recycled

FASHION

BOUTIQUE



Size of playset 645 x 495 x 40mm



◀ Changing Room



Playset with fashion accessories, mannequin, folding chair and full-length mirror.

FASHION BOUTIQUE The complete playset for great fashion play so Cindy can be sure to look the part when modelling those stunning outfits on the catwalk. Fashion fun at its greatest

Style No 8772 C/B (485 x 640 x 225mm, M/C Qty 3



Dolls and accessories not included



Chest of drawers with accessories



Dressers Wardrobe.



*Reversible Window Display
with mannequin*



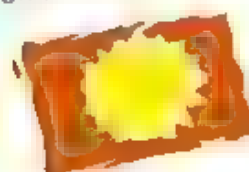
PAUL *Sindy's new friend is as fashion conscious as she is. Trendily dressed in a smart jacket with cords, jumper and scarf, he is a friend and companion to Sindy.*

Style No 8070 W/B (340 x 125 x 50mm) M/C Qty 12

PAUL FASHIONS Modern
styles to ensure Paul is
perfectly attired to accompany
Sindy



Jump into Action



Dashing in Denim



Special Night Out



Style No 8360 W/B (340 x 245 x 30)
M/C Qty 12



ROMANCE 'N' ROSES Elegantly dressed in cream with matching frills and delicate rose trimmings, Romance 'n' Roses will catch the eye on that special occasion. Crimped hair adds style (above left). Matching parasol (above right).

Style No 8130 W/B (340 x 200 x 58mm) M/C Qty 6 Designed by Amanda Walker

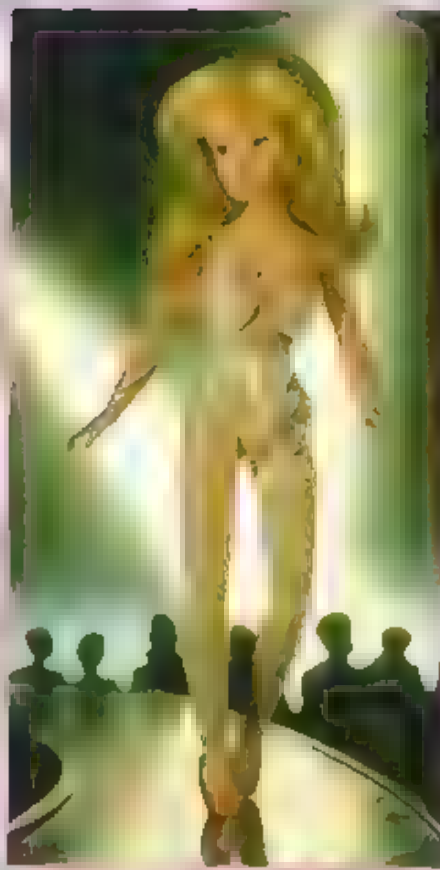


WHITE WEDDING The day every girl looks forward to, sees Cindy stealing the show. Flowing train with floral trim (above left). Full veil, with floral headpiece (above right), to match the bouquet.

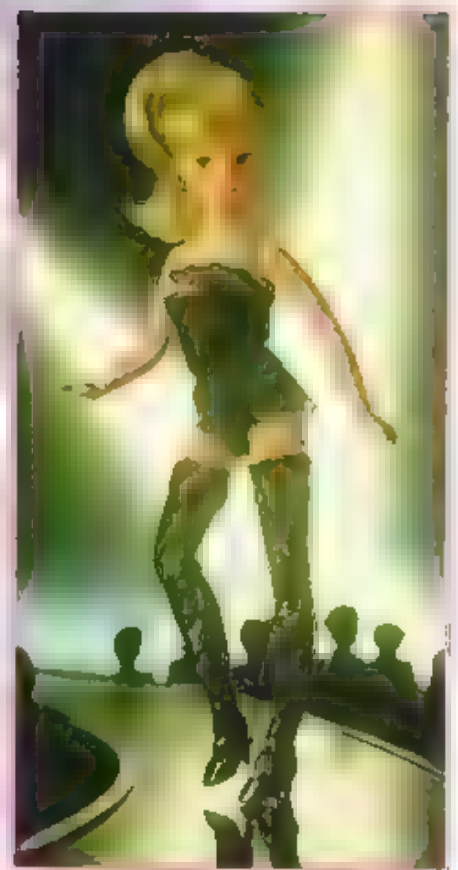
Style No 8100 W/B (340 x 200 x 58mm) M/C Qty 6



Fine and Frilly



Smarty Pants



Fancy Free



Sweet Dreams



Sleep Tight



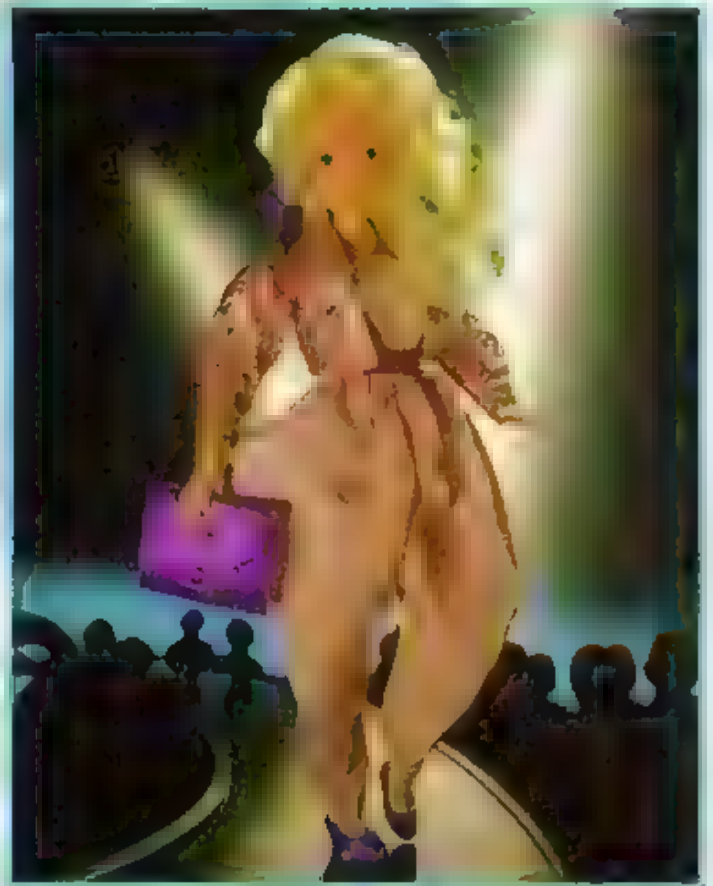
Lullaby Lace

LINGERIE Sensational, silky styles for Cindy to wear, whether she's ready to go out or ready to go to bed

Style No 8510 B/C (235 x 160mm) M/C Qty-36



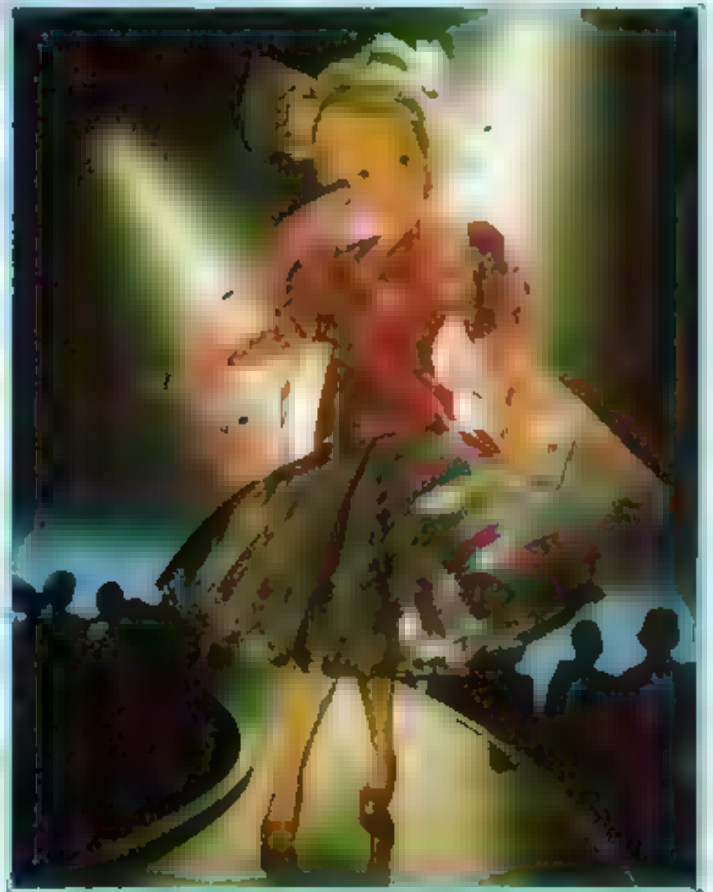
Tangerine Treat



Silver Sensation



In the Spotlight



Disco Magic

EVENING FASHIONS All heads will turn when *Sindy* hits town wearing this stunning range of evening clothes

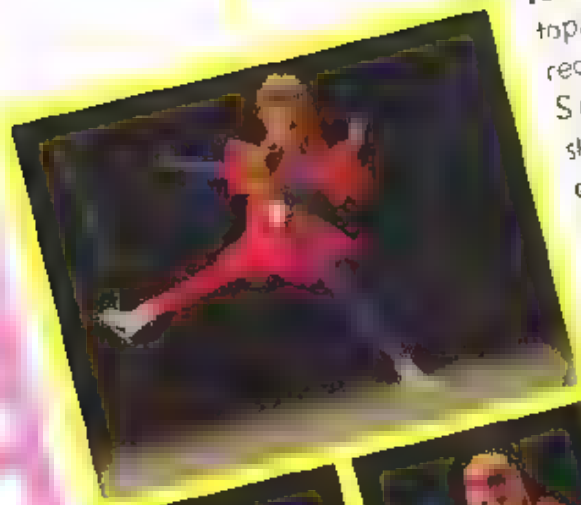
Style No 8300 W/B (340 x 245 x 30 M/C Qty 12

BALLET DANCER SINDY The classical favorite 'Ballet Dancer' Sindy wears a beautiful one piece leotard and tutu, complemented with white tights and ballet shoes. The most poseable doll ever, Sindy has all the grace of a real ballerina.



ANCE ANCE ANCE

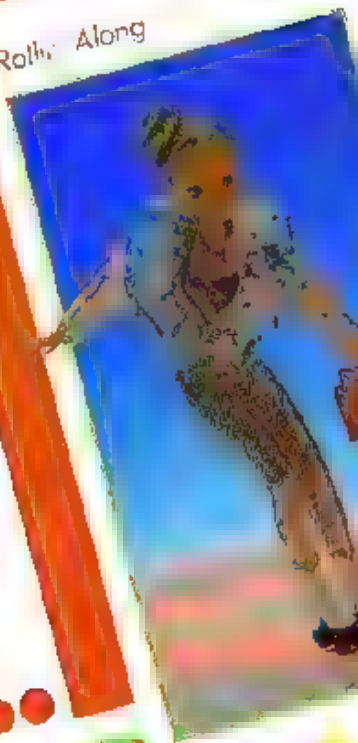
ICE DANCER SINDY Modern, topical and vivacious. Sindy is the real star of the rink. Fully poseable Sindy comes complete with ice skates to create all the fun and excitement of this exhilarating sport.



DANCE STARS

Style No 8080 w/B 340 x 155 x 58mm M/C Ot

Rolling Along



Going Jogging



Party Club



SPORT

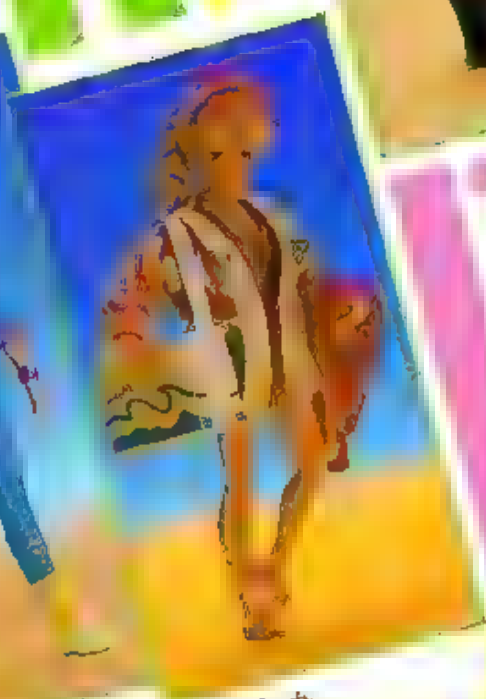
Tennis Love



High Energy



Beach Party

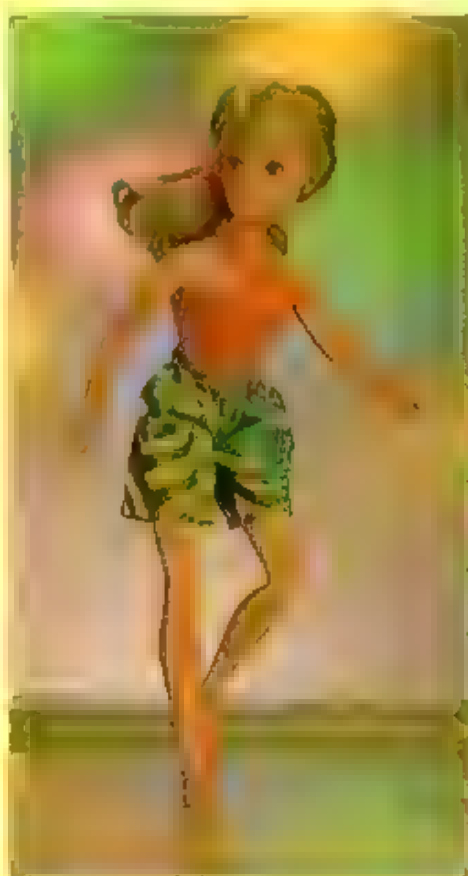


SPORTSTAR FASHIONS 6 colourful
sporty fashions for an active lady
Style No 8260 W B (340 x 245 x 30mm)
M/C QY 12

DOUBLE FUN SINDY An assortment of three fun and colourful outfits. Sindy can wear each outfit in more than one way creating two different looks from each. Double Fun!!

Short 'n' Sweet

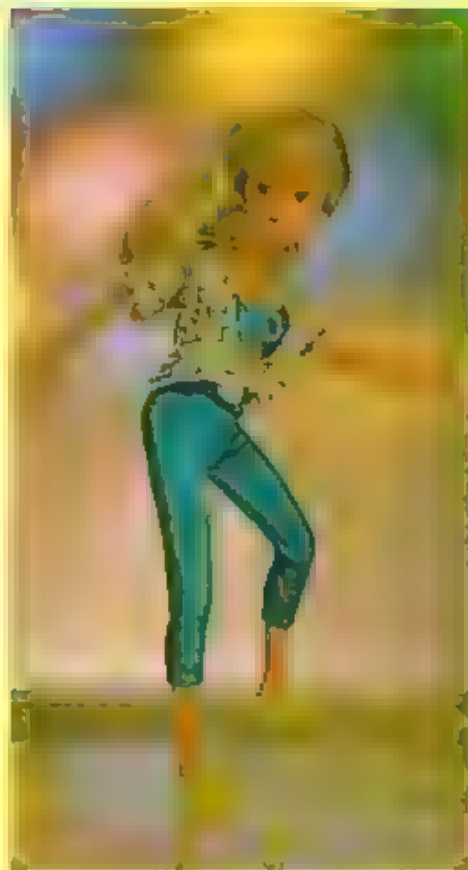
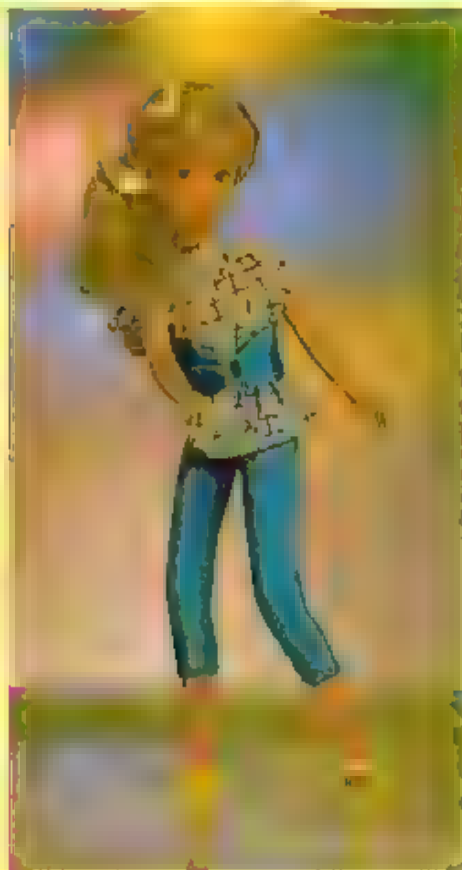
DOUBLE
double



DOUBLE
Fun
Fun

Twist 'n' Turn

DOUBLE
double



DOUBLE
Fun
Fun

Bright 'n' Breezy

DOUBLE
double



DOUBLE
Fun
Fun

My First Cindy



Style No 8000 W B (340 x 110 x 50mm, M/C Qty 12



My First Cindy



Party Time

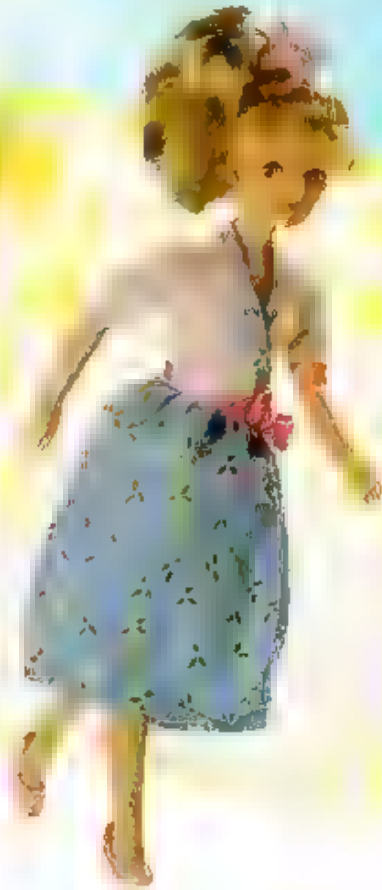
Style No 8200 B/C (225 x 170mm) M/C Qty 24



Pretty Girl

MY FIRST SINDY – THE NATURAL CHOICE FOR A GIRL'S FIRST FASHION DOLL My First Sindy has been specially designed for girls entering the fashion conscious world of Sindy. With an easy to dress wraparound outfit and straight legs and arms for easy dressing, she is the ideal doll for the first time collector.

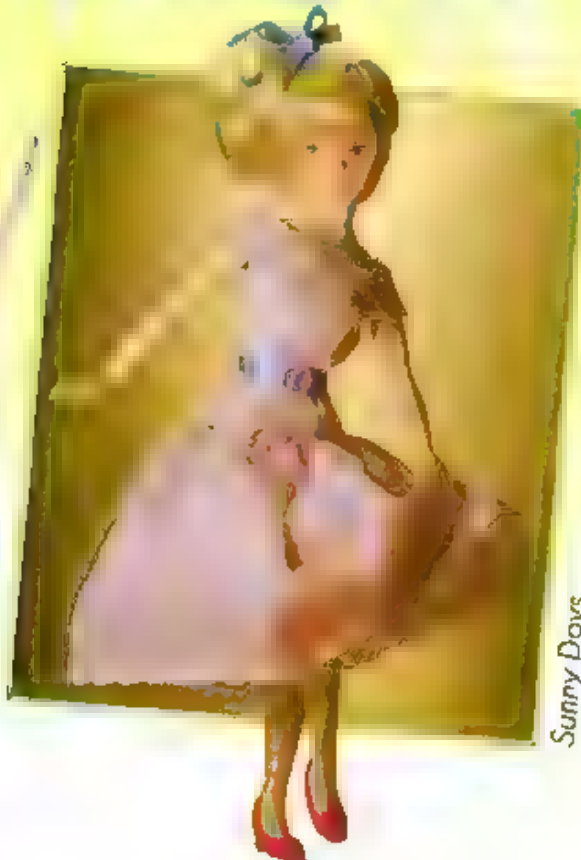
Style No 8000
W/B (340 x 110 x 50mm)
M/C Qty 12



fashions

MY FIRST SINDY FASHIONS Four different styles allowing varied play for the first time collector. Each one easy to dress with shoes included.

Style No 8200
B/C (225 x 170mm)
M/C Qty 24



Sunny Days



Nice 'n Easy



Does not include any dolls, utilities or furniture

STAR HOME 2 large floors to accommodate
Sindy's furniture, with a pretty roof top patio.
Providing super storage space for a child's Sindy
collection

Style No 8771 C/B (470 x 745 x 90mm)
M/C Qty 2

PATIO SET



PATIO SET Canopied table, chairs and drinks set in fresh new colours means *Sindy* can enjoy the company of friends on the roof top patio. Ideal for those lazy summer evenings.

Style No 8751 C/B (240 x 300 x 90mm) M/C Qty 6

Doll and outfit not included

DINING ROOM

Everything is available for some superb dinner parties in Cindy's elegant new dining room



DINING TABLE AND CHAIRS New colouring for this elegant table and four chairs. Four place settings, and dining accessories are all colour co-ordinated in pink and cream. Set contains 55 pieces.

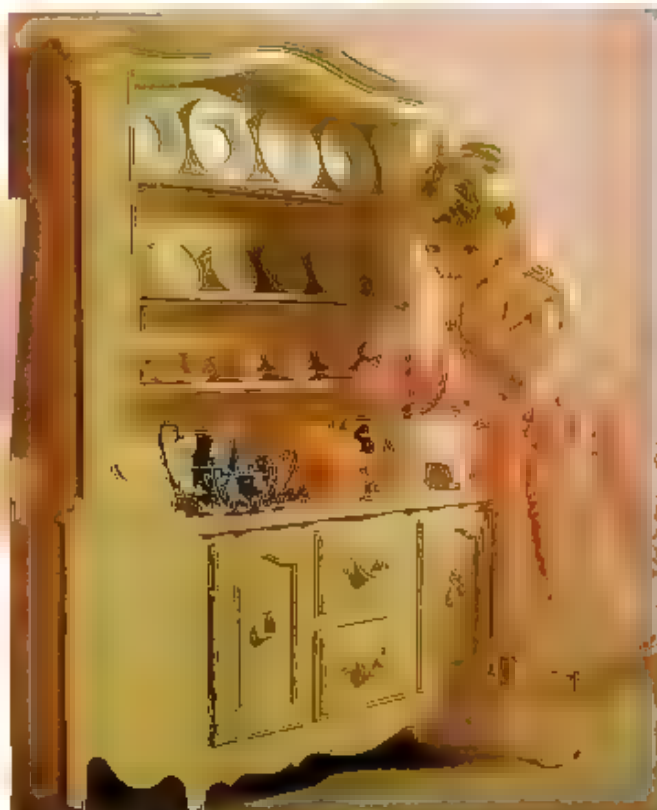
Style No 8730 C/B (170 x 300 x 123mm) M/C Qty 4

DINING DRESSER Attractively styled to match the Dining Table, the dresser comes complete with 'silverware' and 'chinaware' accessories. Set contains 30 pieces. Cupboards and drawers open to give plenty of storage space.

Style No 8731 C/B (340 x 193 x 80mm) M/C Qty 4



Dolls and outfits not included



LOUNGE



At the end of a busy day Cindy is only too happy to relax on her comfortable armchair or settee

ARMCHAIR AND TABLE With reversible cushions, coffee table and imitation table lamp.
Style No 8720 C/B (170 x 149 x 125mm, M/C Qty 6



SETTEE AND TABLES With two coffee tables, coffee time play accessories. Reversible main and 'button' cushions to create two different looks.

Style No 8721 C/B (170 x 298 x 125mm) M/C Qty 6





LUXURY BED In two tone pink with detachable headboard, 2 bedside cupboards with opening drawers and accessories. Delicate floral print bedcover over pink mattress and pillow.

Style No B700 C/B (170 x 349 x 100mm) M/C Qty 6

BEDSIDE CUPBOARD



DRESSING TABLE AND SEAT With 3-piece adjustable mirror, opening drawers and a 'button top' stool with storage space. Accessories include brush, comb, mirror, vase of flowers and 'cosmetic' pots.

Style No B702 C/B (170 x 247 x 97mm) M/C Qty 6

WARDROBE Complete storage for Cindy fashions includes shelving and a 3 drawer storage unit. 6 coathangers included

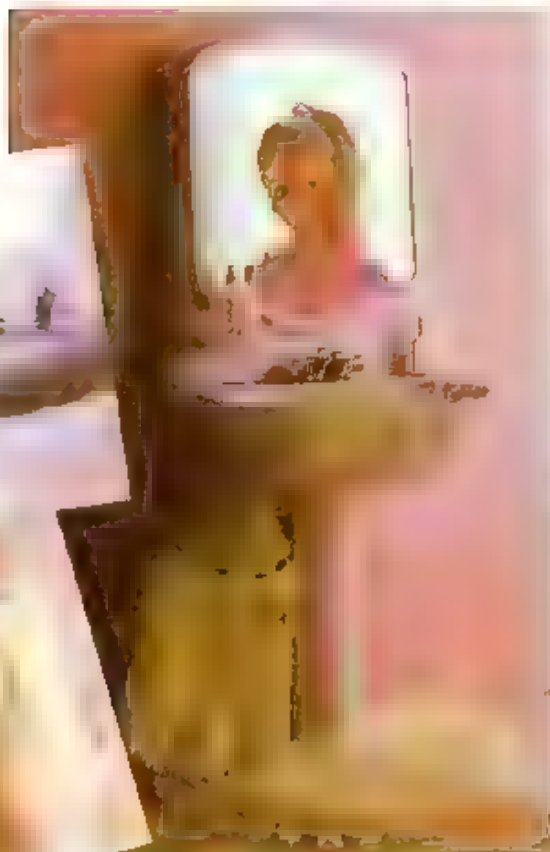
Style No B701
C/B (340 x 176 x 112mm,
M/C Qty 6



BATHROOM



Now in a delicate shade of lilac, adding more colour to Sindy's home



WASHBASIN Features large mirror, 'wash accessories and laundry basket.

Style No 8712 C/B, 340 x 124 x 110mm, M/C Qty 6

Dolls and outfits not included

BATH With 3 piece splashback including mirror. Complete with bath accessories, flannel and towel

Style No 8710 C/B (148 x 298 x 113mm) M/C Qty 6



TOILET Features lift up lid and seat. With shaped rug.

Style No 8711 C/B (170 x 125 x 80mm) M/C Qty 6

KITCHEN

There's real play value in *Sindy's* stylish kitchen.

FRIDGE Lots of play value with opening door revealing plenty of storage space for all those food and ingredient accessories included. Opening top and bottom cupboard space includes vegetable basket.

Style No 8741 C/B (340 x 125 x 100mm) M/C Qty 6



COOKER *Sindy's* new cooker means sumptuous meals every time. Features rotating spit, opening oven, grill and storage drawer. Complete with food, cooking and baking accessories.

Style No 8740 C/B (340 x 140 x 100mm) M/C Qty 6

Doll and outfit not included.



Coffee Morning



Bon Appetit



Cocktail Time



Lounge Around



Dinner for Two

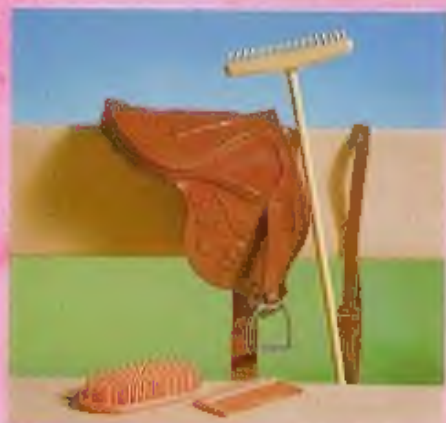


What's Cooking

LIVING IN STYLE

LIVING IN STYLE 6 sets of themed accessories for simple play or use as added value for major scenesetters.

Style No 8810 B/C Box (200 x 300 x 30) M/C Qty 36



PALOMINO HORSE *Sindy's*
horse 'Star' with movable neck
and head. Now with authentic
saddlery and bridle, the set is
complete with broom, curry
brush, comb and knee
bandages.

Style No 8752

C/B (340 x 293 x 98mm)

M/C Qty 6



Doll and outfit not included.

F O U R W H E E L S



Removable roof for easy access



RANGE ROVER A stylish vehicle for dinner dates or country picnics. Authentically styled with tipping seats, seat belts, towing bracket and plenty of storage space. Takes Sindy and three passengers.

Style No 8761
C/B (275 x 638 x 245mm)
M/C Qty 3

Doll and outfit not included